



PROGRESS IN MOTION

August 31, 2011

Addendum #1

Questions & Answers

CITY OF FRISCO PURCHASING DIVISION

REQUEST FOR PROPOSALS #1108-065

MARKETING ADVERTISING SERVICES FOR THE CITY OF FRISCO ECONOMIC DEVELOPMENT CORPORATION

- 1) Our offices are located in Collin County but we are in the city of Carrollton. Do we understand correctly that this means we would be considered a non-resident bidder and, therefore, would need to be priced below all Frisco bidders in order to be selected (per page 12)?

Answer No. We welcome all bidders. Everyone will be considered equally regardless of their physical location. Direct Economic Development experience is preferred but Governmental experience will be considered.

- 2) Following the submissions of the written bids and review by the FEDC Marketing Committee, what will be the process and timing for selecting the agency and awarding the job? Specifically will there be face-to-face meetings with bid finalists?

Answer A Short List will be developed. There will be face to face meetings with bid finalists.

- 3) Can you confirm or clarify your expectations for the costs to be included in the bid? Specifically, our understanding is that the FEDC is asking for agency fees associated with providing the marketing/advertising services listed at the top of page 21. However, these items are not finitely defined, so it will not be possible to provide a firm cost. Is a range acceptable? Our understanding is that this is being requested in addition to hourly and commission rates per page 22. Please note that the agency's estimate of costs for services would not include costs associated with photography, printing or other production of these items since these cannot be accurately estimated without actual creative layouts and quantities.

Answer We are not looking for an overall estimate knowing that costs change based on project specifications. We are most interested in an agency's billing rates for services, hourly, calls, copies, etc

- 4) What is the approximate budget for the FEDC marketing program for 2012?

Answer The Budget is still under consideration. It will not be released at this time.

- 5) Can you explain the purpose of the Bonding Requirements and specifically what you need from us in regard to this? If we provide a cost range for our services, would it be acceptable to provide 5% of the lower end of the amount?

Answer: There are no Bonding requirements for this RFP

6) What are the addenda (#1-#5) referenced on page 23 of the RFP document?

Answer Addenda are Addendums to a Bid. This will be Addendum #1. It should be acknowledged on page 23 at the time of submittal by writing a check mark in the Addenda #1 space.

7) What measures will the FEDC use to determine the success of its marketing program?

Answer Leads, Calls, SEO on websites.

8) Can you provide a description of the primary target audience for the FEDC efforts?

Answer Site Selectors, Real Estate Brokers, Company CEO's. More detailed information about our efforts can be found on our website – www.friscoedc.com.

9) Will there be opportunity to be involved in work related to a consumer/residential target audience in the foreseeable future?

Answer No consumer/residential. We are commercial property/initiative focused.

10) What Advertising agencies has the City awarded contracts to since 2005?

Answer The Boyer Group, Frisco, TX, The Dealey Group, Dallas, TX, Third Corner, The Lyon Group, Houston, TX, ED Suite, Kilgore, TX.

11) What are the three marketing pieces?

Answer Rack Brochure, Front/Back Flyer, & an 11x17 Ad.

Physical size – Will change project to project.

Page count with cover – Will be one page unless otherwise specified – front and back

Color or black & white – Full color or at least 4 color

Copy developed or is a writer need – Copy provided

Photography supplied or is a photographer needed – Photos provided or we will hire a photographer

12 Annual Report, Community Profile, Newsletter (Same questions as above) –

Answer: Newsletter is a template. We will then provide copy and send out. Community profile has been a folder with data that we then insert specific targeted materials into. Annual report is 4 pages (typically)

Will electronic versions be required? - The annual report, yes, the newsletter will only be electronic

If so, what Computer Management System (CMS) do you use? – We have had one developed specifically for us.

Do we need to include costs for development and hosting for these electronic/web based documents? – No we will host them.

- 13 Three ads for publications
Who are the publications and materials closing dates?

Answer: I will determine and give plenty of time and notice – rates already negotiated.

What are the ad sizes (Full or fractional page)? Full ads, full color.

Color, spot color or black & white – Full color.

Photography supplied or need to be shot – We will have or stock will need to be purchased

- 14 Frisco Facts (same questions as above)

Answer: Same answers as above.

Is this a print and/or an electronic project? - Both

- 15 Additionally, does the FEDC have existing samples of any of the projects so we can accurately gage the scope of the projects and make recommendations?

Marketing packets are available. Please contact Kathleen Stewart on 972 292 5155.

Vendors who may have already submitted a bid and feel this addendum may change their bid price, may pick up their bid, and return it by the closing date. If picking up the bid is not feasible, any new bid submitted by your firm will supersede one previously submitted.

Acknowledge receipt of this addendum by initialing in the appropriate space on the bid document.

Sincerely,

Jean Stellatella, CPIM, CPPB

Buyer

City of Frisco